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PATENT

Attorney Docket No.: 90204-750840(004500US)
Client Ref. No.: REG00035 1999PT

KILPATRICK TOWNSEND & STOCKTON LLP

By: /Sylvia E. Arnold/

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Jeffrey Bezos

Confirmation No.: 8505

Application No.: 09/437,815

Examiner: UBER, NATHAN C

Filed: Nov 10, 1999

Technology Center/Art Unit: 3622

For: METHOD AND SYSTEM FOR
ALLOCATING DISPLAY SPACE

AMENDMENT

Customer No. 20350

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Commissioner:

In response to the Office Action mailed March 21, 2012, please enter the following amendments
and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this
paper.

Remarks/Arguments begin on page 13 of this paper.